



**CA HOPE for Children Trust Account Program Board (HOPE)**

**REQUEST FOR PROPOSALS NO. HOPE06-25  
Marketing and Outreach Services**

**ADDENDUM NOTICE NO. 1**

March 24, 2026

Addendum Notice No. 1 modifies the California HOPE for Children Trust Account Program Board's (HOPE) Request for Proposals (RFP) No. HOPE06-25. Except as specifically amended below, all terms, conditions, and requirements of the original RFP remain in full force and effect.

**Section 1.3(F) – Reporting and Performance Monitoring** (*Page 3 of 17*) is modified to make a correction to the language.

- **F. Reporting and Performance Monitoring**

The Contractor shall:

- (i) Establish key performance indicators (KPIs) related to awareness, engagement, and participation.
- (ii) Track and analyze marketing activities and outcomes.
- (iii) Submit written progress reports at intervals specified by Program.
- (iv) Participate in status meetings and present to HOPE Board as requested by the HOPE Program.

**Section 1.3(G)(ii) – Measurable Outcomes** (*Page 3 of 17*) is modified to provide clarity on the monthly reports.

- ii. Prepare monthly reports on ~~paid~~-media. This must include demographic data, campaign updates and outcomes, social media data, key recommendations for marketing improvement, and, to the extent possible, the number of enrollments associated with marketing efforts.

**Section 2 – Minimum Qualifications for Proposers** (*Page 4 of 17*) is modified to make a revision to the minimum qualifications for proposers.

- **2. Minimum Qualifications for Proposers**

**Proposer must complete Attachment 5 of the RFP certifying that the Firm meets the following minimum qualifications.** Failure to meet these minimum qualifications will cause your proposal to be considered non-responsive and the proposal will be rejected. The Contractor must have, at a minimum, the following qualifications and experience:

- Five (5) years of experience managing media and public relations campaigns with a project budget between ~~\$250,000 and \$500,000~~ ~~six million dollars (\$6,000,000) to 10 million dollars (\$10,000,000)~~.
- Five (5) years of experience in media communications marketing, public relations, social and digital marketing, advertising, and analytical data gathering and reporting.
- Five (5) years of experience in media communications marketing, public relations, social and digital marketing, and advertising in Spanish directed towards the Latino population in California, or in languages other than English for specific communities.
- Must be qualified to do business in the State of California. Firm must also be able to provide evidence of qualification (e.g., registration with the California Secretary of State) to do business in the State of California, including qualification of any subcontractors, upon proposal submission for this RFP.
- Fully licensed, insured, and incorporated business under applicable local, state, and federal laws.
- Must be technically and professionally capable of providing the services.
- May not currently or during the term of a contract that may be executed pursuant to this RFP have a contractual or other business relationship with any program administration or investment services contractor (currently TIAA-CREF Tuition Financing, Inc. (TFI)) that provides services for HOPE, either on its own or in partnership, with other entities. Must be free from conflicts of interest, not only at the time of selection, but throughout the term of the Agreement as well.
- Must be immediately available to provide the services that will be set forth in the Agreement.

If you have any questions regarding this addendum, or should you require any clarifying information, the contact person for this RFP is:

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Please note that no verbal information provided will be binding upon the State unless such information is issued in writing as an official addendum. Thank you.